

ECONOMIC GOAL – Determine and evaluate economic impacts:

The highly scenic and surrounding natural environment of Blaine County has historically drawn tourism and property investment to the area. Most professional and service industry jobs in the county are created and supported by the visitor population, the retirement community, and second-homeowners. The threat of catastrophic wildfire has the potential to deter lucrative seasonal visitation. A catastrophic wildfire event may destroy the quality surroundings that attract tourism and commerce resulting in substantial economic loss throughout the long period of time it will take for the natural landscape to rejuvenate. Many seasonal businesses will not be able to sustain such a prolonged economic downturn. It is essential for economic health to reduce the potential for catastrophic fire in and around our destination resort community.

- **SCENIC IMPACT OBJECTIVE:** Evaluate the economic impact to Blaine County in the event of a catastrophic fire that destroys surrounding scenic and recreational landscapes.
- **PERSONAL LOSS OBJECTIVE:** Demonstrate the lifestyle consequences of fire and promote personal responsibility for fire prevention.
- **SITUATIONAL OBJECTIVE:** Review and emphasize the tourism and agricultural economic dependencies of Blaine County set within a Wildland/Urban Interface landscape.
- **FIRE MITIGATION COSTS OBJECTIVE:** Determine and demonstrate the costs to install Firewise structures and landscapes or to retrofit using Firewise practices.

ACTION PLAN for ECONOMIC GOAL - DETERMINE & EVALUATE ECONOMIC IMPACTS								
ACTION ITEMS	Description	Coordinating Agencies	Available Funding & all other Available Resources	Supplies Needed to Take Action & Complete Action	Anticipated Achievement or Outcome	Social and Environment Benefits	Milestones	Timeline
NATURAL RESOURCES IMPACT Objective:	Evaluate the economic impact to Blaine County in the event of a catastrophic fire that destroys surrounding scenic and recreational landscapes.							
Immediate Economic Impact Item	Analyze the economic impacts to the community in terms of loss of revenue from reduced and cancelled visitation due the onset of a catastrophic fire.	Chambers of Commerce, Sun Valley Company, Local Fire Officials, Local Government, Local Lodging, Restaurant, Resort Recreation, Airline and Rental Agencies	Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Sun Valley Company, Local Government	Sample Economic Impact Analysis Projects for the intermountain regional resort and recreation communities, visitor and travel statistics, local and regional demographics	Completion of a short term Economic Analysis on the effects of a catastrophic fire for Blaine County	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04
Long Term Economic Impact Action Item	Evaluate the on-going countywide economic impact resulting from long-term natural resource damage following a catastrophic fire.	Chambers of Commerce, Sun Valley Company, Sawtooth National Recreation Area, Ketchum Ranger District, Outfitters, Environmental Resource Center, Silver Creek Preserve, Wood River Land Trust, BLM, Idaho Fish & Game, Local Parks, Waters, Trails and Recreation Organizations	Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Sun Valley Company, Local Government, Fire Mitigation or other Federal Funding	Sample Economic Impact Analysis Projects for the intermountain regional resort and recreation communities, visitor and travel statistics, local and regional demographics and natural resource analyses	Completion of a long term Economic Analysis on the effects of a catastrophic fire for Blaine County	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04

Resort Economies Economic Impact Action Item	Emphasize the economic dependencies of a tourism based destination resort community.	Chambers of Commerce, Sun Valley Company, Local Fire Officials, Local Government, Local Lodging, Restaurant, Resort Recreation, Airline and Rental Agencies	Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Sun Valley Company, Local Government	Sample Economic Impact Analysis Projects for the intermountain regional resort and recreation communities, visitor and travel statistics, local and regional demographics	Completion of a Economic Analysis that targets the business and labor interdependencies within a resort community	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04
PERSONAL LOSS Objective:	Demonstrate the lifestyle consequences of fire and promote responsibility for fire prevention.							
Lifestyle Consequences Action Item	Define and quantify the true loss of "quality of life" within our communities should we experience a catastrophic fire.	Fire Prevention Trainers, Economic Impact Analysis Contractor, Local TV and Radio Media, Chambers of Commerce, Sun Valley Company, Local Government	Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Sun Valley Company, Local Government	The Economic Impact Analysis, Newspaper Articles, News Clips, DVDs, and Videos of Catastrophic Fire Occurrences and information on long and short term Natural Resource loss	Production of multi-media marketing package that describes potential loss of quality of life in economic terms post-catastrophic fire	A visually demonstrated economic incentive for creating and maintaining a Firewise Community	Review various wildland fire prevention media campaigns that target recreation and resort communities and obtain funds to contract for media development of a persuasive fire prevention campaign.	Feb-05
Personal Property Consequences Action Item	Compare the cost effectiveness of applying Firewise practices to prevent fire loss on private property to the monetary loss associated with the fire destruction of non-Firewise property.	Fire Prevention Trainers, Economic Impact Analysis Contractor, Local TV and Radio Media, Chambers of Commerce, Small Business Associations, Insurance Companies, Local Government	Chambers of Commerce, Idaho Department of Commerce, Region 4 Development, Small Business Associations, Insurance Companies, Local Government	The Economic Impact Analysis, Newspaper Articles, News Clips, DVDs, and Videos of catastrophic fire occurrences and information on private property loss and on long and short term Natural Resource loss	Production of multi-media marketing package that describes potential loss of personal and business property, in economic terms, post-catastrophic fire	A visually demonstrated economic incentive for creating and maintaining a Firewise Community	Review various wildland fire prevention media campaigns that target recreation and resort communities and obtain funds to contract for media development of a persuasive fire prevention campaign.	Feb-05
SITUATIONAL Objective:	Review and emphasize the tourism and agricultural economic dependencies of Blaine County as a Community at Risk.							

Fire Risk Level Action Item	Compare potential economic loss at current fire risk levels to the economic benefit of fire prevention through fuels mitigation.	Economic Impact Analysis Contractor and Fire Agency Contract Officer	Fire Mitigation Funding, Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Local Government	Local Economic Impact Analysis, Vegetation and Fuels Modeling Maps, Fire Hazard Rating Maps	Completion of a Fire Risk Level component of the Economic Impact Analysis	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04
Job Loss Action Item	Estimate the quantity of jobs lost due to reduction in need for services such as construction, tourism and food services post-catastrophic fire.	Economic Impact Analysis Contractor and Fire Agency Contract Officer	Fire Mitigation Funding, Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Local Government	Local Economic Impact Analysis	Completion of a Job Loss component of the Economic Impact Analysis	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04
Balanced Fire Regime Action Item	Evaluate the economic benefit of returning to a more balanced fire regime in and around our Community at Risk.	Economic Impact Analysis Contractor, Fire Agency Contract Officer, GIS Manager	Fire Mitigation Funding, Chamber of Commerce, Idaho Department of Commerce, Region 4 Development, Local Government	Local Economic Impact Analysis, Vegetation and Fuels Modeling Maps, Fire Hazard Rating Maps	Completion of a Balanced Fire Regime component of the Economic Impact Analysis	A quantifiable economic incentive for creating and maintaining a Firewise Community	Review various economic impact analyses from regional recreation and resort communities and obtain funds to contract for an Economic Impact Analysis.	Nov-04
FIRE MITIGATION COST Objective:	Determine and demonstrate the costs to install Firewise structures and landscapes or to retrofit using Firewise techniques.							
Permit Cost Reduction Action Item	Provide cost effective programs to reduce or eliminate permit fees in return for Firewise installations.	Economic Impact Analysis Contractor, Fire Agency Contract Officer, Building Materials Cost Estimator	Fire Mitigation Funding, Economic Impact Analysis Contract Funding	Economic Impact Analysis, Construction Details and Materials Specifications, Materials and Construction Cost Estimates	Cost effective incentive program to encourage Firewise Installations	Reduction in Permit Costs and More Firewise Structures	Review fee schedules to determine Firewise installations to be promoted under a fee incentive program	Oct-05

Retrofit Action Item	Develop cost effective incentive programs to "phase in" construction-related retrofit ideas such as replacing roofs with Class "A" roof assemblies.	Economic Impact Analysis Contractor, Fire Agency Contract Officer, Building Materials Cost Estimator	Fire Mitigation Funding, Economic Impact Analysis Contract Funding	Economic Impact Analysis, Construction Details and Materials Specifications, Materials and Construction Cost Estimates	Cost effective incentive program to encourage Firewise Installations	Reduction in Permit Costs and More Firewise Structures	Review fee schedules to determine Firewise installations to be promoted under a fee incentive program	Oct-05
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